

Women, Gender and Media
University of Florida
Fall 2023
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Class Time: W (9:35 a.m. -12:35 p.m.)

Office hours: Prof. Grant: By appointment | Prof. Wagner: [Sign up on Calendly here](#)

Course Description

This class examines the intersection of gender and media with race, sexuality, class, nationality, and other categories. You will be introduced to key debates and critical frameworks related to feminist theory, feminist media studies, communication theory, audience studies, queer theory, and other frameworks. As a class, we will discuss the critiques and possibilities of applying feminist/gender and media theories to diverse issues, such as the politics of media representation, access, identity, production, and activism. Class materials will include theoretical scholarship and empirical research, as well as a wide range of media, such as news, films, music, advertising, digital media, or visual culture. We will apply this knowledge to specific media examples (e.g., the news, popular media, war coverage, etc.). Overall, we seek to develop critical approaches for analyzing and engaging with gender in various forms of media.

Course Goals and Outcomes

- Examine theories of gender, media and communication
- Apply theoretical approaches on gender in the analysis of media, with a particular focus on issues at the intersection of race, sexuality or nationality
- Analyze the role of gender and media in creative expressions, media production, media representation, media access and infrastructure, among other topics
- Learn how to apply critical frameworks in our daily encounters with media
- Explore the histories of media and feminist/gender movements and theories and how they inform present discourse

Class Materials

- Academic readings: Research papers, book chapters, etc. All readings are available online through UF libraries access or on Canvas.
- Additional short readings (e.g., newspaper, magazine, online articles, etc.) may be assigned during the semester. These will be provided to you either on Canvas or through URL links.
- To access the class materials, you will have to be logged in to your UF libraries user. If off campus, make sure to connect to [UF's VPN](#).

ACEJMC Objectives

Professional values and competencies:

UF's College of Journalism and Communication is accredited by the [Accrediting Council on Education in Journalism and Mass Communication](#) (ACEJMC). The ACEJMC has identified several [core values and competencies](#) that journalism and mass communication students ought to possess upon graduation:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

Assessments & Grading

Grading scheme:

Reflection Essays (2 for 15 points each)	30	points
Weekly Critical Questions (10 points per class)	120	points
Media Artifact Presentation	50	points
Midterm Essay	100	points
Final Essay	100	points
Total:	400	points

A	95 – 100%	Exceptional Achievement
A-	90 – 94.9%	
B+	87 – 89.9%	
B	83 – 86.9%	Extensive Achievement
B-	80 – 82.9%	
C+	77 – 79.9%	
C	73 – 76.9%	Acceptable Achievement
C-	70 – 72.9%	
D	60 – 69.9%	Minimal Achievement
F	Below 60%	Inadequate Achievement

Format & Guidelines for Submissions

- Submit all assignments as a Word document on the corresponding assignment page on **Canvas**. Do not submit assignments over email.
- **Format:** 12 pt Arial/Times; double spaced; 1 inch margins
- **Late submissions:**
 - If you submit your assignment within the week of the deadline, points will be deducted from your grade. Each day that the assignment is late, you will lose 5 points.
 - **Assignments submitted more than a week after the due date will NOT be accepted** and you will be assigned a 0 on that assignment.
- If you have an emergency or know of something that will prevent you from completing an assignment on time, please contact us well in advance. See attendance policy below.

Attendance

We will take attendance throughout the semester. Anyone who misses three or more classes without medical or other justification will have a 10% deduction in their final grade. Please see [UF attendance policy](#) for reference.

Weekly Critical Questions

Every week (except for the first week, last week and mid-term week), you will have to submit critical questions related to each week's readings. These will be due every **Monday by noon** on Canvas. You should list 2 questions per reading. These questions should be concise yet analytical, indicating that you did the readings, and also interesting enough to discuss with the rest of the class. We will use some of these questions for class discussion. The goal is that these questions help you engage in a close reading of the texts. Think of it this way: What did you find interesting, relevant, thought-provoking, controversial, or disagreeable about a particular reading? What are some gaps or implications of the material that you think are worth inquiring about?

Media Artifact Assignment

Once a semester, you will be asked to analyze a media artifact (e.g., a news article, song, scene from a film, advertisement, etc.) in relation to at least one of the readings/theories learned in class until that date. You will be required to submit a written summary of your analysis on Canvas (between 300-400 words total) the day before the class. You will have to give a brief presentation of the artifact and your analysis in class (8-10 minutes). You don't need to prepare slides of your presentation, but you will have to share the media artifact with the class. Students will have to submit their 1st and 2nd preferred week to present in class.

Reflection Essays

In the beginning of the semester, we will ask you to write a reflection about your own awareness of your gender identity (400-500 words). There are no expectations here. As part of this class, we ask that we are self-reflective about our own encounters with certain

norms, everyday expectations, and pressures that are shaped by our gender identities and societal constructions of those identities. This is a space where you can engage with at least some of these issues.

The second one will be due toward the end of the semester. This essay should reflect your personal journey in this course. Has your understanding of gender identity and related dynamics changed since you began this course? Has anything stayed the same? Has this semester's journey given you any insight into your everyday experiences (with media, friends, family, teachers, etc.)?

Take-home midterm and final essays

In the middle of the semester and at the end, you are required to complete take-home essays. You will be asked to write two essays (1,500-1,600 words each) that will illustrate your engagement with class material. You will receive more information once we get closer to the deadlines. Follow the format submission guidelines above.

Best Communication & Classroom Practices

Personal Communication Devices

We ask you to please use your laptops for class-related activities only. You *may not* record any class discussions/lectures. Please, do not use your cell phones during the class.

Canvas

We will use Canvas in the course for correspondence, course-related materials, and any other information.

E-mail and Communication

Office hours are the best time to meet with us to get help on assignments and discuss your ideas about what we are doing in class. E-mail is best for questions requiring short answers (e.g., due dates, quick questions of clarification, etc). We expect you to email both of us for class-related communications. We will try to respond to your messages within 48 hours. If we haven't responded to your e-mail in more than 48 hours, please feel free to send us a reminder. We expect students to check their email and Canvas announcements regularly during the week. We will occasionally send you emails to ask that you read articles on current issues or provide updates on the class.

Please do NOT use email to:

- Request explanations about complex matters presented in lecture (this is best for a face-to-face meeting.)
- See if you missed anything in class (ask a classmate for notes.)
- Ask questions about information that has already been provided in the syllabus or on our Canvas site.

Do use email to:

- Request a face-to-face meeting
- Forward interesting articles
- Ask questions that require brief responses

Academic Honesty

Academic honesty is fundamental to the activities and principles of a university. All students have to respect the [UF student honor code and conduct code](#). All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. You may not turn in work that is not your own, including work generated by Chat GPT and other AI programs.

Academic misconduct includes but is not limited to the following:

- Use of materials from another author without citation or attribution.
- Use of verbatim materials from another author without citation or attribution.
- Extensive use of materials from past assignments without permission of your instructor.
- Extensive use of materials from assignments in other classes without permission of your instructor.
- Fabricating information for assignments, whether for publication or not.
- Fabricating sources for assignments, whether for publication or not.
- Fabricating quotes in assignments, whether for publication or not.

When in doubt about plagiarism, paraphrasing, quoting or collaboration, consult with your instructor before any submissions are made.

Course Evaluation

At the end of the class, you will have to complete a course evaluation online via GatorEvals. Course evaluations are very important, as they help faculty plan and adjust the syllabus for next iterations of the class and also help future students who will indirectly benefit from your feedback. It is expected that students will offer professional and respectful feedback on the quality of instruction in this course. [Guidance on how to give feedback in a professional and respectful manner is available](#). Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or [online](#).

Students Requiring Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs as early as possible in the semester.

Important dates

Take home midterm essay: October 4th

Final essay: December 6th

